



## **MEMBERSHIP OFFICER**

**The Membership Officer is an at-large board member position responsible for building AAMG's membership base while retaining existing members through positive interactions and engagement.** The Membership Development Officer works closely with the President, the Treasurer, the Vice President for Communications, and members of AAMG's Finance Committee to develop and implement effective strategies and analyze and track overall success in membership development and retention. The position leads the AAMG's strategic planning process in the membership area, setting priorities and goals. It convenes a Membership Committee and reports membership progress to the Executive Committee on a quarterly basis. This position and the Treasurer jointly supervise the part-time paid membership coordinator.

### **Membership Engagement**

Develop and implement strategy for strengthening members' connection to AAMG and participation in AAMG's annual conference, summer Leadership Seminar, and other programs.

- 1) Create an effective communications network with regional and state program representatives to assess member satisfaction and needs and develop and manage recruitment opportunities;
- 2) Draft the "welcome" letter to new members and develop/implement plan for ongoing communication with members;
- 3) Coordinate and promote members' activities through our web platforms (Wild Apricot, listserv, and website), and identify other vehicles for member recognition and participation;
- 4) Respond in a timely manner to questions and issues that the Membership Coordinator identifies, finding the appropriate solution by consulting with others on the Board, as appropriate;
- 5) Conduct periodic member surveys and collect and analyze data gleaned from Wild Apricot.

### **Recruitment of Members**

Develop a recruitment plan to significantly growing the membership base.

- 1) Research and identify potential institutional, individual, and corporate members, cultivate and solicit;
- 2) Conduct quarterly membership drives with specific targets established with the Executive, Finance, and Membership Committees;
- 3) Draft membership recruitment materials, including letters, flyers, and ads for regional and state conferences;
- 4) Recommend membership dues levels and benefits;
- 5) Set goals (number of members/ revenue) for annual growth of membership.